

H7917_21Op038BkrEmail_M 2021 Operation 038 Broker Email

The following notice will be sent to field employees on the morning of October 28, 2021.



For the Field

Subject: Helping BlueAdvantage Sapphire members keep coverage.

Preheader: Members in the Knoxville area will need to re-enroll.

Some BlueAdvantage Sapphire Members Need To Re-enroll

On Jan. 1, 2022, BlueAdvantage (PPO)SM Sapphire Southeast members who live in 16 counties* in east Tennessee are being transitioned to a new region: BlueAdvantage Sapphire EAST. We're reaching out to brokers who are the agent of record for at least one of the affected members.

We intended for this region change to be a seamless transition for our members. Unfortunately, a mistake on our end has triggered CMS letters stating these members will be termed Dec. 31, 2021.

To keep their BlueAdvantage Sapphire plan, each of these members will need to re-enroll and select **Sapphire EAST** as their plan.

Resources

We're sending affected members a letter** to explain this situation and providing them several ways to re-enroll including through their broker. Our intent is to re-enroll these members keeping the current assigned agent of record.

For those that re-enroll telephonically, we've trained additional staff to take these calls. The affected member(s) can call **1-800-292-5146** and ask to re-enroll in **BlueAdvantage Sapphire EAST**.

We also have enrollment events where members can re-enroll. The licensed, non-commissioned internal BlueCross staff at these events will enroll the member and retain the current agent of record.

Important Dates

Members have until Dec. 7 to make their annual enrollment period election. These members also have a special enrollment period that begins Dec. 8. If terming members don't take action, they'll return to Original Medicare effective Jan. 1.

Next Steps

If you have questions or need more information, please contact [GM, IndividualSalesBrokerInquiries](#).

*Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier and Union.

**View the letter [here](#).

Commented [GJ 1]: Link to letter PDF.

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association.

The following notice will be sent to Individual Certified Medicare Advantage brokers on the afternoon of October 28, 2021.



For Brokers

Subject: Help your BlueAdvantage Sapphire members keep coverage.

Preheader: Members in the Knoxville area will need to re-enroll.

Some BlueAdvantage Sapphire Members Need To Re-enroll

On Jan. 1, 2022, BlueAdvantage (PPO)SM Sapphire Southeast members who live in 16 counties* in east Tennessee are being transitioned to a new region: BlueAdvantage Sapphire EAST. We're reaching out because you're the agent of record for at least one of the affected members.

We intended for this region change to be a seamless transition for our members. Unfortunately, a mistake on our end has triggered CMS letters stating these members will be termed Dec. 31, 2021.

To keep their BlueAdvantage Sapphire plan, each of these members will need to re-enroll and select **Sapphire EAST** as their plan.

Resources

We're sending affected members a letter** to explain this situation and providing them several ways to re-enroll, including through their broker. Our intent is to re-enroll these members keeping the current assigned agent of record.

For those that re-enroll telephonically, we've trained additional staff to take these calls. Your affected member(s) can call **1-800-292-5146** and ask to re-enroll in **BlueAdvantage Sapphire EAST**.

We also have enrollment events where members can re-enroll. The licensed, non-commissioned internal BlueCross staff at these events will enroll the member and retain the current agent of record.

Important Dates

Members have until Dec. 7 to make their annual enrollment period election. These members also have a special enrollment period that begins Dec. 8. If terming members don't take action, they'll return to Original Medicare effective Jan. 1.

Next Steps

If you have questions or need more information, please contact Broker Support at **1-800-351-9325**.

*Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier and Union.

**View the letter [here](#)

Commented [GJ2]: Link to letter PDF